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Chapman's

**Strawberry Plants
for 1923**

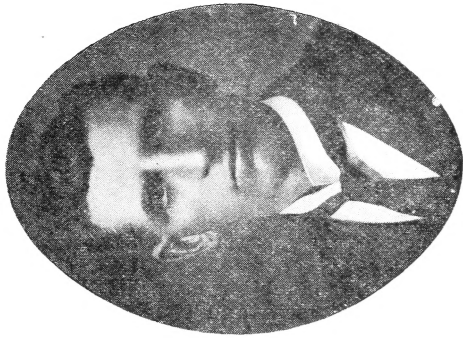


"Howard No. 17"

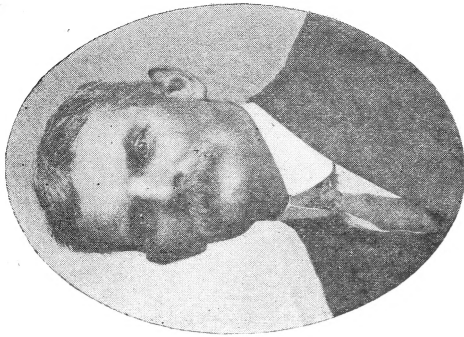
*The
Million Dollar Strawberry
Exclusively of its Season*



C. E. CHAPMAN, Introducer
North Stonington, Connecticut



PROFESSOR A. T. STEVENS,
of The Connecticut Agricultural College,
who furnished the Introducer the first
plants of the "Howard No. 17"
Strawberry.



C. E. CHAPMAN,
Introducer of the "Howard No. 17"
Strawberry.

FRIENDS

TIME in its ceaseless march has again brought us to the period when I issue my annual message. It seems that I hardly finish sending out plants before it is time to address you again. The past season records the largest volume of business done since I began the plant business.

I am in a reminiscent mood as I write this message to you. My memory goes back over the years to the spring of 1887, when I set my first strawberry bed which was set for fruit only as I had never had a thought at that time of growing plants to sell. I gave the plants the best of care then, as I do now, and grew the best fruit it was possible to grow from the varieties we had at that time.

Very soon my neighbors in increasing numbers began to buy plants of me, and they were so well pleased with them that I began to advertise in the local papers and business increased so that I soon had a nice side-line in plants, but at that time the fruit end was the main business. As the business increased, however, I branched out in my advertising till at this time my advertisements go into every State and Canada, and I have dropped the local advertisements as Chapman's plants are well known wherever the local papers circulate, and now what was a side-line when started has become the main business, the fruit end being a secondary consideration.

The Golden Rule has been my guide ever since I started in business and it is the only satisfactory way to do business. In some cases I have done even more than I would ask of others. Among the thousands with whom I have done business there is not one who can

truthfully say that Chapman ever gave them a raw deal.

The greatest asset of any business is the confidence of the people who patronize that business.

It is by giving everyone a square deal that has enabled me to increase my business from year to year till at the present time I am doing the largest business in selling strawberry plants of any plant grower or nursery in the State of Connecticut, and I believe second to no one in the New England States, and I think there is no one in the business who has the confidence of his patrons in larger degree than I do; and, friends, I shall never do any act to cause that confidence to be misplaced.

It is very much easier for me to get out a booklet now than it was before I became so well known, as my friends furnish much of the copy for it.

It would be very pleasing to meet all my many friends, face-to-face, and shake the friendly hand and have a nice talk with each of you, but I should have to reach across the continent to do this, so the will will have to be taken for the deed. My friends have made it unnecessary for me to say anything about the quality of the plants I furnish as they have done it for me, but elsewhere in this booklet I will tell you some of the reasons why I furnish the best plants it is possible to grow.

I thank all who have written me such encouraging letters and I feel especially grateful to the many who have so kindly expressed their sympathy in the great loss sustained in the passing of my wife, who entered into life eternal in September, 1921.

Description of Varieties

"HOWARD No. 17"

PERFECT FLOWERS

This variety, now so well known all over the country as the one best variety of its season, was introduced to the public by me in the spring of 1918. It originated in Hampshire County, Massachusetts. The originator did not introduce it but allowed a number of public institutions to test it. I received my first plants of it in the spring of 1916, from Prof. A. T. Stevens, of the Connecticut Agricultural College, who sent me fifty plants and also gave me permission to introduce it to the public.

How anxious the people of Massachusetts were to get this variety, the creation of their own State, is shown by the fact that I have sold in that State since I introduced it in 1918 more than a quarter of a million plants, my orders there being more than any other three States, but by the irony of fate they were compelled to get it from Connecticut at first.

ORIGINATOR'S DESCRIPTION.

The originator's description follows:

"HOWARD NO. 17," the greatest market strawberry. More dollars are made in growing this wonderful staminate variety than any other. Yields at the rate of 15,000 quarts per acre. Plants very vigorous, with perfect foliage. Berries are large, firm, very beautiful and delicious. Season very early to late. A strawberry without a fault, that will solve the variety question both for home use and market. This acquisition was produced after thirty years of scientific plant breeding and after 25,000 seedlings had been originated."

I can say, as the introducer of the variety, that the foregoing description is all right and hundreds who have tested it will say the same.

In this connection I will give what our highest official Horticultural authority said of it at the meeting of the Connecticut Pomological Society, held in Hartford on December 13, 14, 15, 1921.

From Hon. George M. Darrow, Chief Horticulturist, United States Department of Agriculture, Washington, D. C.

Being asked about the newer varieties of strawberries, Mr. Darrow said:

"I know of nothing more promising than the '**Howard 17**' in the strawberries. With us this year it was hardy under frost conditions. Practically no other variety, or very few other varieties gave us a crop with the frost we had this year. '**Howard 17**' stood the frost perfectly. That has been reported to us from other sections, too. It is a variety that is very early, and gives perfect berries at the beginning of the season. It also gave us more berries at the time of the late varieties than those of the late varieties. In other words, for our conditions this year '**Howard 17**' was better than any variety of any season." The above by Mr. Darrow is printed on page 163 of the Connecticut Pomological Report for 1921.

What Mr. Darrow says regarding the hardiness of the "**Howard 17**" seems to be the general experience of others everywhere. See testimonial of Mr. W. T. Dudley elsewhere in this booklet.

Prices for "**Howard No. 17**" for 1923:

1,000, \$15.00; 500, \$7.50; 250, \$3.75; 100, \$2.00; 50, \$1.00; 25, 75 cents. Prepaid. The above prices are net as I pay all transportation charges to destination.

BUSHEL BASKET OR ERCANBRACK.

Perfect Flowers. Late.

From what has been said of the "**Howard 17**", and what is said of it in the testimonials

given elsewhere, it would seem that it was not necessary to say anything about any other variety and it is not of any other variety of its season for it stands supreme in its class and if only one variety is wanted either for home use or market "Howard No. 17" is the one to grow, but there are other varieties of later season that will extend the season a little longer. The Bushel Basket ripens about ten days later than the "Howard No. 17". I bought my first plants of it of the introducer, Mr. A. B. Katkamier, of Wayne County, N. Y., paying him 25 cents apiece for the plants and have fruited it twice, offering the plants for sale the past season for the first time. The introducer stated that he bought the plants of the originator, Mr. E. C. Ercanbrack, who gave it his own name and he had changed it to Bushel Basket. He also said it won a gold medal under the name of "Ercanbrack". In the Rural New Yorker of March 18, 1922, I noted the following advertisement: "Ercanbrack Strawberry Plants. A cross between a domestic and the long neck wild strawberry, noted for their delicious flavor and very small seed. Very large plants and berry; self-pollenizing. Awarded the fifty-dollar Barry gold medal by the Western New York Horticultural Society, of Rochester, N. Y., in July, 1918. Price: 60 cents dozen, \$4.50 hundred, \$25.00 thousand. E. C. Ercanbrack, originator and owner, 73 Hamilton Ave, Auburn, N. Y."

I thought this was the same berry that I had under the name of Bushel Basket and wrote Mr. Ercanbrack asking him if it was and his reply was that it was the same and that the introducer changed the name without his consent and that he had failed to carry out his contract with him and on that account he was putting it out himself. In justice, therefore, to the originator the name should be "Ercanbrack". I find the variety just as he describes it as far as his description goes. The plant is very large and healthy. The berries are large and held up on strong fruit stems

which makes them easy to see and easy to pick and they dry out quickly after a rain, which is a decided advantage in such a season as we had here the past summer when it rained so much of the time. There was scarcely any loss from the berries rotting on this variety.

There was only one fault that I found and that did not occur the season before, and that was the berries did not color evenly and the calyx on some of them turned dark which gave the fruit a rather poor appearance. Another season may change this as the past season was not a good one for a final test of any variety.

While I can unhesitatingly recommend it for a home-garden berry to follow the "**Howard 17**", I do not advise my patrons to set it largely for market purposes before testing it out fully in a small way, and for this reason I am not offering it only in lots up to and including 250 plants.

I sold quite a lot of the plants last season and should be pleased to know what my patrons think of it after fruiting it. It has been highly recommended by the New York Experiment Station.

Prices same as "Howard No. 17".

PEARL

The Latest of All Varieties. Perfect Flowers.

Highly recommended by the New York Experiment Station. This is the latest berry I have ever grown and I have tested them all. The plants are large, perfectly healthy and will succeed on any soil but a light, sandy one. It originated in Indiana in 1912. The fruit is very large, firm, and of the best quality, and productive. One of my local patrons, who has gardens in the village nearby, set fifty plants of it in the spring of 1921. He fruited it the past summer and kept account of the yield.

From the fifty plants he picked 64 quarts, which, allowing 5,500 plants to the acre, would give a yield of slightly over 7,000 quarts to the acre—a heavy yield for any variety and espe-

cially so for a late berry and it was with just ordinary treatment on ordinary soil. He was selling berries in the village for days after all other varieties were gone. I have never kept any account of the yield myself for the reason that I seldom have many plants to fruit after my plant sales are over.

Prices same as "Howard No. 17".

EVERBEARING STRAWBERRIES.

The two leading varieties are Progressive and Superb.

Progressive yields the most fruit and is of fair size and excellent quality. Superb is large and fancy and is also of good quality.

I have only a small stock of the Superb to spare this spring as I have sold a good many to set the past fall and have also set out my own plants. Fall is a good time to set the Everbearers. I expect to have a fine stock of plants for fall of 1923 and can furnish layer plants after September 15, which will be as good as any *potted plants* you can buy, at about one-half the price. I can only offer Superb up to and including hundred lots. Progressive I offer up to and including five hundred lots.

Prices same as "Howard 17".

RASPBERRIES

I have sold all my stock of plants of Raspberries and have none to offer the coming season and owing to the scarcity and high cost of labor I shall propagate no more plants for sale until conditions change as my strawberry business requires all the competent help that I can secure.

TESTMONIALS

In the following testimonials I will state that each and every one is entirely unsolicited and I have never met any of the writers personally. In each case the full address is given:

Mapleine Farm, Cabot, Vt.,

F. J. Haughton, Prop.,

Maple Products, Holstein Milk,

Pure Bred Holstein-Friesian Cattle,

Cabot, Vt., March 6, 1922.

Dear Sir:—Your circular received and the writer is especially interested in the letter of Arthur N. Peckham, who states that one thousand of your plants are equal to five thousand of others.

I am ordering two thousand from another party of the "Howard 17" berry at a price a little less than half what you ask, and I am going to try to see if I can have as good success with your plants as Mr. Peckham, therefore, you will kindly send me five hundred (500) of the "Howard 17" plants May 8th or 9th, for which you will find enclosed a check for \$7.50.

I have a very good piece of ground well fitted for strawberries and each shipment will have equal care and chance.

Yours very truly,

FREEMAN J. HAUGHTON.

I shipped the order and did not expect to hear anything more from Mr. Haughton until after fruiting time, or at least until fall, but I was surprised to find that he was satisfied so soon when I received the following letter:

Mapleine Farm,

Cabot, Vt., May 14, 1922.

Dear Sir:—The berry plants arrived yesterday morning and are set out. I must say that they are the best plants I have ever seen, hav-

ing the best crowns and roots of any we ever planted. We have set out a half an acre of plants this spring, the plants coming from three different parties and the ones from you are by far the best ones. If we buy plants next year we shall buy from only one party, even though the first cost is somewhat more.

Yours very truly,

FREEMAN J. HAUGHTON.

The letter of Mr. Arthur N. Peckham, to which Mr. Haughton refers, follows:

Kingston, R. I., July 8, 1920.

C. E. Chapman, North Stonington, Conn.:

Dear Sir:—Last spring I got of you 3,000 "Howard No. 17" strawberry plants. I also purchased 6,000 of the same variety of two other men at less than half the price per thousand that you asked, but I rather have your plants if they cost five times the price I paid for theirs. Inclosed please find check for \$10.00 for which please send me that amount's worth of "Howard No. 17" to plant over where the other mens' plants died.

Yours truly,

ARTHUR N. PECKHAM.

Long Acre Farm,

Frank Holland, Millville, N. J.

Millville, N. J., July 10, 1922.

Dear Sir:—I received from you in strawberries last spring 2,000 "Howard 17", 250 Pearl, 250 Bushel Basket. They are looking fine, did not lose one per cent. I paid another party \$35.00 per thousand for what he called reset, extra fine. Set them out next to yours, gave them the same or better care, lost fully 50 per cent. of them.

"A fool and his money are soon parted."

I am not as foolish as I was.

Yours very truly,

FRANK HOLLAND.

I already have a large order from Mr. Holland for next spring's delivery.

Barre, Vt., May 3, 1922.

Dear Sir:—We are ready for our plants as soon as you can ship them. Hope they will be as nice as those we got of you last year. They were fine plants and look better this spring than any of our other plants.

Sincerely,

MRS. H. J. CARR.

That the plants which I shipped in answer to the above were satisfactory is shown by the following:

Barre, Vt., May 14, 1922.

Dear Sir:—We received the strawberry plants Wednesday night in fine condition. They were splendid plants and we are much pleased with them. Thanking you for your promptness as well as for quality of plants, I am sincerely yours.

MRS. H. J. CARR.

The above order was for nearly \$50.00. I have sold plants to the same party a number of times. Many of my patrons come back when in want of plants as they know what they are sure to get—the best that can be grown.

Willard B. Kille,

Trucker and Market Gardener,

Swedesboro, N. J., April 26, 1922.

Dear Sir:—The "Howard 17" is away ahead of any berry I know or have ever seen. My neighbor put out one hundred thousand plants for fruit this spring of that variety alone.

With best wishes, I remain

Yours truly,

WILLARD B. KILLE.

Au Sable Forks, N. Y., May 5, 1922.

Dear Sir:—The plants are fine and are all alive yet. I had to keep them over a week before setting them out. Yours truly,

MARGARET HARRAN.

Elms Farm, East Schodack,
Rensselaer Co., N. Y.,

April 13, 1922.

Dear Sir:—Received 250 "Howard 17". They are fine. Find inclosed \$3.75 for 250 more.

Yours truly,

TIMOTHY J. SCANLON.

Putnam, Conn., R. D. 1, May 17, 1922.

Dear Sir:—The "Howard No. 17" plants were duly received and we were much pleased with them when we saw how vigorous and well developed they were. Thanking you for sending such good plants, I am very truly yours,

ALVAN A. SWEET.

Lakeview Farm,

C. E. Vaughn, Prop.,

Athol, Mass., May 3, 1922.

Dear Sir:—The thousand "Howard 17" I bought of you last year have done fine and I expect a good crop this season.

Yours truly,

C. E. VAUGHN.

China, Maine, July 23, 1922.

Dear Sir:—The strawberry plants you sent me are doing fine and are beginning to run.

Sincerely yours,

S. F. HOVEY.

Abington, Conn., Aug. 28, 1922.

Dear Sir:—The "Howard 17, I bought of you were grand. Very truly,

JOHN R. STROMBERG.

Plymouth, Maine, May 6, 1922.

Dear Sir:—The plants came in fine condition. Respectfully,

MRS. FLORA CHAPMAN NUTTER.

New Paltz, N. Y., May 8, 1922.

Dear Sir:—Received the plants in good condition and thank you for the extras.

Yours very truly,

F. HOLTKE.

West Willington, Conn., April 14, 1922.

Dear Sir:—Plants came in today and were in fine condition. Will say they have the finest roots I ever saw on plants of that kind. Thank you for your prompt delivery and fine way of packing. Yours truly,

F. L. COOK.

Norwich, Conn., R. F. D. 7, June 3, 1922.

Dear Sir:—My "Howard 17" plants came yesterday. They are fine looking plants and I thank you for your promptness in shipping.

Yours truly,

MRS. F. A. ROGERS.

How far can I ship plants safely? Just as far as anyone can. Read the following four testimonials:

Camino, California, April 16, 1922.

Dear Sir:—The plants arrived today in first class condition. Thank you.

Yours sincerely,

W. A. CALDWELL.

This was the first order sent out last spring. It was shipped April 10th and arrived April 16th, six days on the road, which was pretty good time for going 3,000 miles. This was the first "Howard 17" sent to California and I hope to be able to give an account of its fruiting in my booklet for 1924.

Office of The Chicago Daily News,

May 31, 1922.

Dear Sir:—The plants arrived last Saturday in good condition and I was greatly pleased with the hardiness of their appearance.

Yours very truly,

WM. AYER McKINNEY.

This order was sent to Mr. McKinney's country estate at "Hubbard Woods", a few miles north of Chicago, Illinois.

Ellerson, Va., May 1st, 1922.

Dear Sir:—Just received plants in perfect condition. Find inclosed check for 350 more "Howard 17". Pack them as you did before.

Yours truly,

H. K. FOX.

That Mr. Fox was pleased with my plants and packing is shown by the fact that he has sent me four different orders the past season and he wants only the best as he is located near some of the largest plant nurseries in the country and could have bought the same variety of plants for less than half my price but he preferred to send 500 miles further for Chapman's plants.

Alderson, West Virginia, Feb. 16, 1922.

Dear Sir:—Please find inclosed order for raspberries. If they prove to be as good as the "Howard No. 17" strawberry, which I bought of you in May, 1920, they certainly are "some berry". The "Howard 17" have done remarkably well.

Yours truly,

WAYLAND STEVENS.

The above four letters should be very convincing evidence that I can send plants safely anywhere in this country. Last spring a lady in central Vermont wrote me asking me if I

could send plants safely as far away as that. The above letters answer the question.

Some of my best orders come through the recommendations of my patrons who, being pleased themselves, tell others, as the two letters which follow explain:

Falmouth, Mass., April 7th, 1922.

Mr. C. E. Chapman, North Stonington, Conn.

Dear Mr. Chapman:—Will you please send me two or three copies of your booklet for distribution here. The only one I had I gave to Mr. Rutherford of Falmouth, who, I think, will plant several acres this year. My plot 50x60 ft., bearing over 1,000 baskets of berries, was an eye-opener to the market growers.

Yours sincerely,

L. C. JONES, M. D.

The plot spoken of above was set to the "Howard 17".

Very soon after this I received an order for 2,000 "Howard 17" from Mr. Rutherford whom Dr. Jones mentions, for which he paid me thirty dollars (\$30.00).

A few days later I received the following from Mr. Rutherford:

East Falmouth, Mass., March 11, 1922.

Mr. C. E. Chapman, North Stonington, Conn.

Dear Sir:—You already have my order for 2,000 "Howard 17". Please enter my order for an additional 20,000. I enclose check for \$100.00 and will send \$200.00 more before shipment.

Yours very truly,

NORMAN F. RUTHERFORD.

This made 22,000 plants for which Mr. Rutherford paid me three hundred and thirty dollars (\$330.00). He could have bought the plants in his own State for very much less than he paid me but he wanted to be sure of the best plants to be had and he got them, and the order was filled to his satisfaction, and the

order came through a patron whom I had pleased before.

Please note that Dr. Jones' yield that he secured was at the rate of slightly over 14,000 quarts per acre.

New Britain, Conn., May 10, 1922.

Dear Sir:—I liked the plants you sent me last year and am sending to you again. This time I want 500 "Howard 17" and 250 Pearl. Find check enclosed.

Yours very truly,

H. C. DOOLITTLE.

Edgecombe, Maine, May 3, 1922.

Dear Sir:—The strawberry plants arrived in fine condition. They are a nice lot of plants. Shall remember you at my next buy.

Yours truly,

R. H. CASWELL.

Darien, Conn., April 29, 1922.

Dear Sir:—The strawberry plants came to hand yesterday all right. I must say that if they do not grow it will not be because they did not have good roots for they had the strongest roots of any berry plants I ever set and good full count as well.

Yours truly,

W. M. NASH.

Bridgeton, Maine, May 23, 1922.

Dear Sir:—Strawberry plants came in fine condition and are good plants. I thank you.

I include another order as follows:

Very truly yours,

CLIFFORD C. SMITH.

South Newberry, Vt., May 27, 1922.

The "Howard 17" plants came in fine shape and are fine plants. Find inclosed another order as follows: Yours truly,

MRS. F. E. GORHAM.

It surely pays to please patrons for they come back again.

Cuyahoga Falls, Ohio, March 27, 1922.

Dear Sir:—Please send me price on 500 "Howard 17" plants. I bought some of you two or three years ago but need more now.

"Howard No. 17" are "over the top." They have all other varieties distanced by more than 25%. Have tried out 62 varieties in the last 20 years. Yours truly,

H. A. BUCKLIN.

Meadow Crest Orchards, Wayland, Mass.

Dear Sir:—I fruited the "Howard 17" last year and I cannot speak too highly of it. I was about the only grower in this vicinity not damaged by frost, and here is something I have never been able to understand. On the morning of the frost I found the leaves perfectly white and the bed being in full blossom I went back to the house and told my wife that the strawberry crop was a failure for that year.

Much to my surprise they were not damaged at all and I had on less than one-eighth acre over 1,100 quarts with about one-third of the bed ruined by drought. I have five other varieties but the "Howard 17" is the only healthy one in the lot. I am yours truly,

W. T. DUDLEY.

SOME REASONS WHY MY PLANTS ARE SUPERIOR.

I have a natural liking for the business of growing plants and berries.

When the State Nursery Inspector inspected my plants the past season the first question he asked after remarking on how nice they looked was, "How have you kept them so clean in such a wet season as this has been?" My answer was, "We have lived with them most of the time when it didn't rain," and so we did.

As previously stated I grew plants for the fruit before I began the plant business and I have always grown them in the same way since I began selling plants so that I could fruit them if I failed to sell the plants and a plant that is not suitable to fruit is *not* suitable to set out to produce the best results. I could easily have produced twice the number of plants on the same ground as I have but in that case there would have been a lot of weaklings that would have been worth very little for any purpose and I do not sell that kind. I am not a dairyman, poultryman or truck-grower; my whole time being taken up with the plants and berries, growing only such crops as are necessary in the rotation.

I had hoped to be able to make a reduction in my prices for the coming season but I cannot do it. My present crop of plants has cost me more to grow than any crop I have ever grown before. The very wet season has made more

work in growing the plants and labor costs more than it did in war times.

At the present time I am obliged to pay 50 cents an hour for labor and it is very scarce at that and it looks like I would have to pay still more than that. Everything that enters into the business costs more than it did in war time including printing and advertising. The only exceptions being paper and twine which are a little less in price. You will be offered plants at less than half the prices at which I offer them but read Mr. Haughton's two letters and others in the testimonials before you decide, remembering that it is easy to save a few dollars on an acre of plants, or less, and it is just as easy to lose hundreds of dollars on the crop by using inferior plants. Yours for the best plants,

C. E. CHAPMAN,

Introducer the "Howard No. 17," the Million Dollar Strawberry.

North Stonington, Connecticut.

Telephone Mystic, 43 ring 14.

TERMS AND ADVICE

No goods shipped until paid for in full. I will, however, book orders if at least one-third the amount of the order is sent when ordering, as an evidence of good faith, the balance to be sent when you order the plants shipped.

Orders in most cases are shipped by parcel post which is as a rule the best way and very safe, but please give your express office if different from your post office address. Before shipping season begins all orders are acknowledged by postal, but after that I am very busy, so don't be alarmed if you do not get the acknowledgment as I have never failed to receive an order yet, and your order is perfectly safe and will be attended to as nearly as possible to the time you want it.

Shipping season begins in April and extends as long as orders are received and there are plants to fill them.

WHEN TO ORDER.

Any time after you receive this booklet. Those who order first are sure of getting what they want. I have already taken a number of orders for next season.

Make remittances in any way that is most convenient.

NOTE—All the strawberries listed herein are perfect-flowered and require no other variety set with them for fruiting results.

STRAWBERRY CULTURE.

If you wish for instructions in strawberry growing send for Farmers' Bulletin 1028. Address, "United States Department of Agriculture, Department of Publication, Washington, D. C.," or ask your Senator or Congressman to get it for you. It is a Bulletin of 50 pages and is profusely illustrated and it gives all the information that is necessary to enable anyone to grow strawberries successfully, either for home use or market. If you live west of the Mississippi River send for Bulletin 1027.

